

PEACE ODEKPE

PROJECT MANAGER | MARKETING & BRAND STRATEGY | EVENTS & OPERATIONS

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PROFESSIONAL PROFILE

Project Manager and marketing and brand professional with experience delivering infrastructure, hospitality, events, restaurant set-ups, experiential campaigns and customer-facing operations. Skilled in end-to-end planning, stakeholder coordination, budget management, supplier and agency liaison, risk and issue management, cross-functional delivery and performance reporting. Brings a practical, customer-focused approach to translating strategy into organised delivery across fast-moving environments.

CORE COMPETENCIES

Project planning and execution | Stakeholder engagement | Budget and resource management | Risk and issue management | Cross-functional leadership | Supplier and agency coordination | Events and restaurant launches | Campaign delivery | Marketing and brand strategy | Market research | Product launches | Social media and content planning | CRM and email marketing | Change management | Requirements gathering | Process improvement | UAT support | Customer experience | Performance reporting | Agile ways of working

PROFESSIONAL EXPERIENCE

Marketing and Brand Officer / Project Manager

Empress Restaurant | United Kingdom | Nov 2025 - Present

- Plan and deliver promotional events and restaurant set-ups from initial scope through execution, coordinating timelines, stakeholders, suppliers and operational teams.
- Manage social media content planning, scheduling and community engagement to support customer acquisition and brand visibility.
- Conduct market research and competitor analysis across fine dining and ready-meal sectors to inform menu, positioning and pricing decisions.
- Coordinate product launches for new menu items and ready-meal lines, including packaging design liaison, promotional materials and supplier delivery.
- Liaise with agencies and printers to commission assets within budget while maintaining brand standards and delivery deadlines.
- Monitor campaign performance and return on investment, manage CRM and email marketing, and allocate marketing budgets in collaboration with operations and kitchen teams.

Receptionist / Duty Manager

Radisson Hotel Group | United Kingdom | Jun 2023 - 13 Nov 2025

- Coordinated front-office operations, bookings, guest satisfaction, shift priorities and escalations in high-volume hotel environments.
- Provided multi-property cover across Radisson hotels, helping maintain smooth shifts and consistent service standards.
- Supported and trained new team members on SAP and EMEA systems, strengthening operational confidence and system adoption.
- Worked across departments to resolve service issues, manage competing priorities and maintain continuity of operations.
- Handled customer complaints and complex enquiries professionally, balancing service recovery with commercial and operational requirements.

Food and Beverage Assistant

Park Inn by Radisson | Cardiff, United Kingdom | Nov 2021 - May 2023

- Delivered attentive food and beverage service, processed payments and maintained hygiene, stock and food-handling standards.
- Responded to dietary requirements, promoted relevant offers and coordinated with colleagues to maintain an efficient customer experience.

Project Manager

AYBOL Technologies | Nigeria | Jan 2018 - Jun 2021

- Managed scope, budgets, schedules, logistics, change requests and project teams for infrastructure delivery across multiple locations.
- Coordinated material specifications and workforce support for construction activity on an 800 km railway programme across six states.
- Sourced and established a dedicated dredging site that supported construction, created a new business line and shortened delivery by five months.
- Liaised with senior officials and coordinated travel and accommodation logistics for project personnel entering and leaving the country.
- Monitored expenditure and delivery activity to reduce overruns, delays and operational disruption.

Account Executive / Campaign Project Lead

EXP Marketing | Nigeria | Jan 2018 - Jan 2021

- Managed six client portfolios, maintaining clear communication, timely feedback, proposals and campaign delivery.
- Led experiential marketing campaigns and coordinated teams, assets, inventory and day-to-day activation activity for major consumer and corporate brands.
- Supervised delivery of the Tetra Pak Schools Recycling Programme and maintained control of activation inventory after campaigns.
- Reviewed client feedback, resolved escalations and produced marketing and advertising content to strengthen engagement and brand visibility.

Customer Service Representative

OLIPECKA Travels & Tours | Nigeria | Jan 2018 - Jan 2021

- Supported customers, processed travel documentation and coordinated dispatch and package-resolution activity.
- Prepared operational and cash-flow reports and coordinated annual reporting meetings across three outlets.

Marketing Intern

GTEXT Media & Investment | Nigeria | Sep 2017 - Apr 2018

- Tracked schedules, expenses and stakeholder communications while supporting internal and external events.
- Planned social media activity, scheduled content using Buffer and Hootsuite, and reported on campaigns, engagement and trends.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Project Management Development

Cardiff University | Cardiff, United Kingdom | 2025

- NVQ Level 5 Project Management; Project Management Practitioner; AgilePM v3 Foundation with Scrum Essentials; Change Management Foundation v3; Agile Project Management Foundations.

MSc Applied Public Health

Cardiff Metropolitan University | Cardiff, United Kingdom | Completed

BSc Mass Communication - Public Relations and Advertising

Covenant University | Nigeria | Completed

CERTIFICATIONS AND TOOLS

Certifications: APCON Advertising; NIPR Public Relations; Google AI Essentials; Digital Marketing; Nikon Photography; PEFTI Filmmaking and Editing.

Tools and methods: Microsoft Office (Excel, Word and PowerPoint); SAP; EMEA systems; CRM and email marketing; Buffer; Hootsuite; analytics and reporting tools; Agile and Scrum practices; MoSCoW and RICE prioritisation; AI and automation tools.